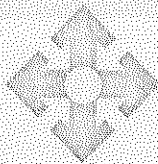


Survey



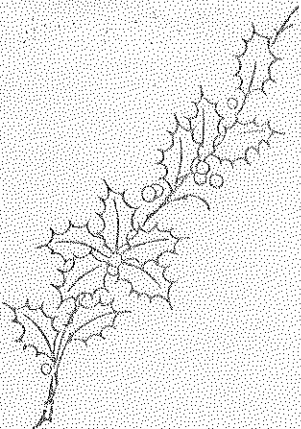
Research

Newsletter

Laboratory

No. 18

December, 1973



MERRY CHRISTMAS

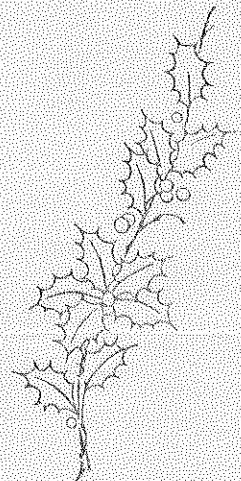
From all of us in the Field Section Office!

To

All of you in the Field!

Have a festive and joyful

Holiday Season



Personnel

During the past year, there have been some changes in the Field Section. Donna Preves is now part of the Field Office Staff and Jeffrey Goldberg has received his Master's Degree in Labor and Industrial Relations and is now working in Washington, D.C., for the Transportation Institute.

The present Field Section office staff consists of:

Matt Hauck, Head

Urbana

Jutta Phillips, Assistant Head
Ellen Byars
Donna Preves

Chicago

Michael Cox, Assistant Head
Michael Collins
Teresa de Jesus

In addition to their regular work, members of the office staff have been involved in the following activities during the past year:

Matt Hauck presented a paper "Academic Research" at the MRA Conference in New York in May and chaired a session "Problems of the Researcher in an Apprehensive World" at the American Association for Public Opinion Research Conference in Ashville, North Carolina, also in May.

Jutta Phillips and Michael Cox participated in the annual Field Director's Conference held in Toronto, Canada, in June.

This Year in Retrospect

1973 was a year of rapid growth for SRL and the expansion was possible in large part due to the work of you, our interviewers. Three factors were involved in this growth:

1. Increase of telephone surveys
2. Large number of personal interview surveys in the Chicago Metropolitan area
3. Personal interviewing in surrounding states (Wisconsin, Indiana, Kentucky, Missouri, and Iowa)

As in the past, the subjects of the surveys varied, with the majority dealing with social problems or public policy. Sponsors for these surveys were mainly university teaching or research departments at the three University of Illinois campuses (Urbana, Chicago Circle, and Chicago Medical Center). Many of the surveys this year had complex designs, overlapping field experiments, or hard-to-locate respondents. A book could easily be written about our interviewer's experiences on these not-so-easy surveys. Even with these complexities, quality data were obtained within the budget and time schedule limitations. Thank you for the part that you played.

Based on the year-end activity, it appears that 1974 will be another year of growth for SRL. For this we turn to you our field interviewers to continue your support and to maintain the standards set for data collection.

Interviewer Profile

Beulah Wiegman

Wife, Mother, Grandmother, parachute flier, underwater adventurer, art enthusiast, avid traveller, Carsonite conversationalist, "green thumb," enthusiastic, vivacious, and one of the most dedicated and conscientious interviewers SRL has had the privilege to employ. Just a few of the many unique characteristics that make Beulah "Billy" Wiegman intriguing and pleasurable to her respondents. Little wonder they very seldom refuse to talk with her.

Since 1965, when Billy first began working for SRL, she has interviewed on countless studies and has completed hundreds of personal interviews. To call Billy an "excellent interviewer" does not do justice to an individual who for years has contributed to SRL's development with her advice, hard work, thoughtfulness, and charming personality.

Billy received a certificate in Basic Engineering from the DeVry Institute of Technology in Chicago. She and her husband, Hal, have a son and two grandchildren.

Billy interviewed for the first wave of the Chicago Married Couples Panel and had difficulty contacting the couples because of incorrect address information. On such a case, after checking unsuccessfully with neighbors as to the couples' whereabouts, Billy concluded, "If they (the couple) do live in this neighborhood, perhaps the bartender at the neighborhood tavern might know them" (a valiant and unselfish thought). In reaching the tavern (after carefully planning the most direct route of travel), Billy proceeded to probe the bartender about the location of Mr. X. "I'm Mr. X" sounded a voice from behind her. Billy, being a conscientious interviewer, first screened Mr. X.

Billy: "Is your wife's name _____?"

Mr. X: "Yes, it is."

Billy then proceeded with the introduction of the study.

Mr. X: "Well, you can't interview us today because I'm celebrating my birthday. Can't interview us tomorrow, we'll be celebrating my wife's birthday. You can come on Thursday, we'll be finished celebrating by then."

Beulah completes an interview in her own unique manner. Truly, conscientious and a dedicated person.

SRL Projects

Following is a brief description of the surveys that were worked on by you and other interviewers during 1973.

Health Care Information Survey (135)

This personal interview study is currently being done in the metropolitan Chicago area and Marshfield, Wisconsin. In each area 400 households are being interviewed four times (a month between each interview) about their health care practices.

Consumer Decision Panel (145, 245)

A sample of recently married couples are being personally interviewed approximately twice a year in the metropolitan Chicago area. The panel will continue into next year and beyond.

CTA Ridership Study (152)

Telephone interviews were conducted within the city of Chicago. The purpose of the study was to ascertain people's use of and attitudes toward the Chicago Transit Authority.

Consumer Decision Panel (730, 830)

During the year two more waves of personal interviews were completed with the consumer panel in Peoria and Decatur. The panel will continue next year and beyond.

Project Transition Evaluation Study (155)

In this personal interview survey in the metropolitan Chicago area, 323 veterans were interviewed. Approximately one-half of these had gone through a program called "Project Transition" while they were in the service and the matching group of veterans did not go through this program.

Service Access System Evaluation (160)

Telephone interviews were conducted with persons in the Peoria area who had used the services of the "Service Access System" and/or a social agency. The system was set up as a referral agency to help direct those in need of assistance to the right agency.

Paper Users Methodology (168)

This was a pilot telephone study with 40 interviews to determine if information on the grades and quantity of paper used can be obtained from printing facilities using interviewers with no technical paper background.

Army Family Housing (170)

Interviewers collected information at 8 Army bases throughout the country. The purpose was to determine satisfaction with current family housing on Army bases and possible improvements to be considered in future construction of family housing on bases.

Extended Day Sessions Feasibility Study (174)

In this study, 1,240 telephone interviews were conducted with the general public in the metropolitan Chicago area. In addition, data were gathered from high school juniors and seniors, junior college students, and students at the University of Illinois, Chicago Circle. The purpose of the survey was to estimate the potential enrollment at the Circle campus if classes were extended into the evening.

Hypertension among Adolescents (177)

Personal interviews are presently being conducted in the Chicago area with families that had been screened in previous research. The purpose of the survey is to evaluate the social stress versus genetic factors as causes of hypertension among adolescents.

OSPI Education Study (178)

This was a telephone study with the general population throughout the State of Illinois. A total of 2,877 interviews were conducted in this recently completed study to find out about attitudes toward education in Illinois.

South Holland School District 151 Survey (180)

In this study, 1,163 personal interviews were completed with the general population in South Holland and the surrounding communities. The purpose of the study was to determine the goals, values, and moral obligations that citizens of the district hold regarding education.

Evaluation of Public Service TV Ads (181)

This was a before-and-after telephone and personal interview survey conducted in Rockford and Peoria, Illinois. The purpose of the survey was to evaluate the effect of a series of TV announcements about employing the disadvantaged.

WE WISH ALL

OF YOU A

VERY MERRY

CHRISTMAS AND

A HAPPY NEW YEAR